



# DECA

## SCHOOL-BASED ENTERPRISES

STRENGTHENING THE CONNECTION BETWEEN CLASSROOM INSTRUCTION AND WORK EXPERIENCE

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DECA's School-based Enterprise (SBE) Program has a number of educational activities designed to connect classroom curriculum with hands-on learning experiences by working in the SBE learning lab. SBE programs are designed to:

- Establish greater understanding of selected career cluster knowledge statements and performance indicators.
- Allow students to earn recognition for their achievements.
- Provide experiences to develop 21<sup>st</sup> century skills including communication, critical thinking, collaboration, and creativity.
- Prepare students for higher learning and future careers.

Utilizing the SBE programs available through DECA further enhances authentic, experience-based learning for your students and can provide a framework for developing relevant curriculum that strengthens the connection between the classroom and real-world work experience.

## WHAT IS A SCHOOL-BASED ENTERPRISE?

A school-based enterprise (SBE) is an entrepreneurial operation in a school setting that provides goods/services to meet the needs of the market. SBEs are managed and operated by students as hands-on learning laboratories that integrate National Curriculum Standards in marketing, finance, hospitality or management.

SBEs provide realistic and practical learning experiences that reinforce classroom instruction. SBEs can sell to consumers through a permanent location, a mobile kiosk or through Internet marketing. Products may include spirit wear, food and beverage items, school supplies, signs and banners and more, while other SBEs provide services such as creative design, advertising sales and more.

# CHAPTER CERTIFICATION

The chapter certification program reinforces the integration of National Curriculum Standards into the learning-lab environment of SBEs. Students reflect upon their work in the SBE through documentation of 10 key business standards (instructional areas) and performance indicators from the Business Administration Core, the Marketing Career Cluster, and the Merchandising Pathway of National Curriculum Standards including the following:

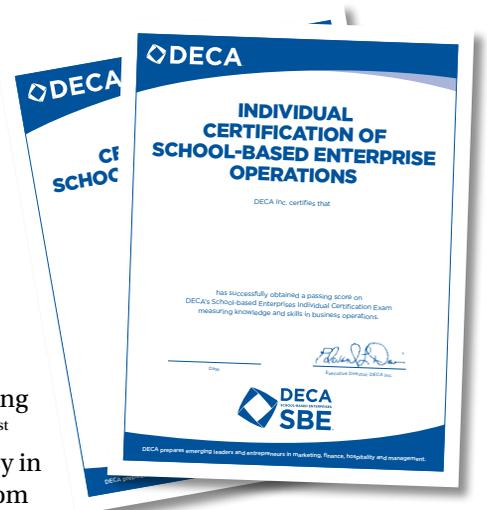
1. **Financial Analysis**
2. **Operations**
3. **Marketing-Information Management**
4. **Market Planning**
5. **Product/Service Management**
6. **Pricing**
7. **Distribution/Channel Management**
8. **Promotion**
9. **Selling**
10. **Human Resources Management**

Chapters submit a written project online to DECA for evaluation by judges in an effort to earn the national distinction of a DECA Gold-Certified SBE. The process provides an opportunity to analyze your school-based business, determine your SBE's strengths and weaknesses, and showcase the learning outcomes of your students. Earning gold certification also opens the door to other opportunities available through DECA including the SBE Academy and competition at DECA's International Career Development Conference.

# INDIVIDUAL CERTIFICATION

DECA's SBE Individual Certification Program extends the positive attributes of the existing SBE Chapter Certification Program beyond the school store level to individual members. DECA members may pursue individual certification through the successful completion of an online, 100-question exam that measures the effectiveness of student involvement in their SBE and the impact of the SBE experience on individual learning. The exam questions are derived from the same instructional areas covered in the SBE Chapter Certification project manual.

The DECA SBE Individual Certification serves as an important component to building students' résumés in preparation for college and careers, fosters development of 21<sup>st</sup> century skills such as critical thinking and problem solving, and verifies competency in specific skill areas, adding value to transcripts and job applications. SBEs benefit from having their members certified as it provides credibility for DECA and the SBE program, validates curriculum efficacy, and provides evidence that students have achieved mastery level in business operations skills. This college and career-ready step is an excellent résumé builder for students and DECA programs within schools – not to mention an effective way of preparing students for DECA competitive events and SBE certification.



# SBE ACADEMY + COMPETITION

The SBE Academy is held annually at DECA's International Career Development Conference. This dynamic academy is offered exclusively to Gold-Certified SBEs and features guest speakers and workshop sessions related to all aspects of running an SBE. Students have the opportunity to engage with other SBE students and learn from each other through interactive activities and networking.

The SBE competition requires students to give an oral presentation in front of judges focused on one of the 10 business standards featured in the written chapter certification project. The competition topic rotates each year to give students a more in-depth understanding of the performance indicators and concepts covered in the certification project.



*Generous support for School-based enterprise programs provided by*





## DECA SBE PROGRAMS SUPPORT 21<sup>ST</sup> CENTURY SKILLS AND EMPLOYABILITY DEVELOPMENT

Experience working within a DECA SBE provides students the opportunity to learn skills that aren't necessarily learned in the classroom. DECA SBE provides students with the same valuable learning experience of any co-op or part-time job without requiring students to leave school. By working in a real business within the school, students are provided real-world experience vital to developing 21<sup>st</sup> century skills and preparing for future careers.

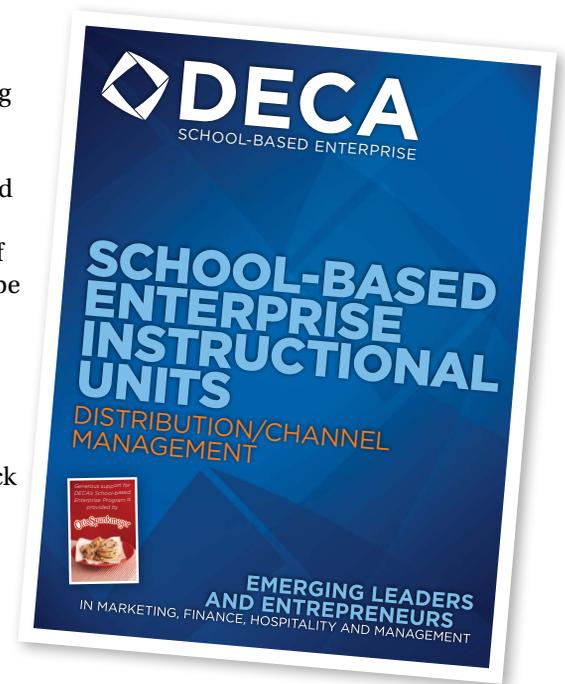
	Critical Thinking & Problem Solving	Collaboration & Teamwork	Communication	Creativity & Innovation
Chapter Certification	Reflect critically on learning experiences and processes.	Assume shared responsibility for collaborative work, and value the individual contributions made by each team member.	Use communication for a range of purposes (e.g., to inform, instruct, motivate and persuade).	Be open and responsive to new and diverse perspectives; incorporate group input and feedback into the work.
SBE Academy	Identify and ask significant questions that clarify various points of view and lead to better solutions.	Demonstrate ability to work effectively and respectfully with diverse teams.	Listen effectively to decipher meaning, including knowledge, values, attitudes and intentions.	Develop, implement and communicate new ideas to others effectively.
SBE Competition	Use various types of reasoning (inductive, deductive, etc.) as appropriate to the situation.	Exercise flexibility and willingness to be helpful in making necessary compromises to accomplish a common goal.	Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts.	Demonstrate originality and inventiveness in work and understand the real-world limits of adopting new ideas.

# DECA SBE RESOURCES

DECA is committed to providing resources to advisors for starting and growing an SBE and connecting your SBE with classroom learning. Among those resources are instructional units that cover the 10 business standards of the chapter certification process and are also the same instructional areas featured on the individual certification exam. Also, sponsored by Spirit Factory – Custom Merchandise for Schools, are five lesson plans that cover the five Ps of marketing – product, price, place, promotion and people – and how they can be incorporated with the implementation of an automated retail kiosk like Spirit Factory’s “Spirit Box.” These lesson plans consist of PowerPoint presentations, lesson content, interactive activities and assessments.

DECA also provides access to other resources regarding the USDA nutrition regulations that affect SBEs. Helpful tools such as product lists, FAQs and snack calculators are available to help advisors select healthy products that are in compliance with the USDA’s Smart Snacks in Schools standards.

These and many other DECA SBE resources can be found at [www.deca.org](http://www.deca.org).



## SBE SPOTLIGHT

DECA advisors and SBE Advisory Councilmembers, Sonja Weiler from Elk River High School in Minnesota, and Bruce Chadwick from Spotsylvania High School in Virginia, share their thoughts on how DECA SBE has impacted them as teachers and DECA advisors and helped connect SBE to the classroom:

### How has SBE helped you improve your classroom instruction?

It brings my classroom to life! Not only are we able to conduct marketing research, we are able to apply recommendations and measure the results. The SBE is a continuation of the classroom. It enables the class to gain a better understanding by having hands-on demonstrations. There is no question as to why we need to do something when you can see it first-hand.

### How has SBE helped you as a teacher?

The SBE helps me demonstrate and give examples to students when talking about business and marketing concepts. Using examples throughout multiple courses helps students gain competence in the subject matter and also helps with [DECA member] recruitment as well.

### How has SBE helped your students?

The SBE offers students leadership positions and experiences that are transferrable beyond high school. Students gain experience and knowledge that they use in their jobs to prepare for their future.

### How has SBE helped your school?

Our SBE is a cornerstone in our school. We are the first thing you see when you enter and the last when you leave. We provide and promote school and community pride. We have gained recognition for our students, our DECA program, and our school community. The SBE is shared with community members, school officials and our students in a great work-based learning platform.

